

**York University**  
**Faculty of Liberal Arts & Professional Studies**  
**Department of Economics**

**Course:** AP/ECON3411.3.0A – Managerial Economics and Strategy - Section A

**Term:** Fall 2019

**Course Webpage:** Moodle

**Prerequisite / Co-requisite:** AP/ECON 2300 3.00 and AP/ECON 3210 3.00 or AP/ECON3480 3.00.

**Course Instructor**

Name: Dr. Art Noordeh  
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Office Hours: W: 1 – 3 pm  
Email: anoordeh@yorku.ca

**Time and Location**

Lectures: TR: 11:30 - 1pm, (Rooms; T: CLH-H; R: VH-C)  
TA hours: TBA

**Course Description**

This Course Introduces students to the economic concepts and frameworks which helps general managers to formulate, analyze, and implement business strategies. It covers issues pertaining to firms' boundaries, costs, production, choice, economics of the make-versus-buy decisions, the transaction costs of market exchange, and diversification. Additional topics include the theories of competitive strategy such as market and entry strategies and strategic positioning and dynamics.

**Course Text / Readings**

1. Managerial Economics and Strategy (2<sup>nd</sup> ed.): Jeffrey M. Perloff and James A. Brander; Pearson, 2017.
2. Myeconlab to accompany the text:

**Evaluation**

Evaluation of students' academic performance consists of one in-class midterm exam and a final exam. The weights and the formula for the calculation of the final course grade are as follows:

**M - Midterm (40%):** Thursday October 24, 2019 (Location TBA)  
**F - Final Exam (60%):** Final Exam period

**The final exam is cumulative.**

## Grading

The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)

## Missed Tests/Exams:

There will be No makeup exam for the midterm. For students missing the midterm, the weight of the midterm may be transferred to their final only if they were sick at the time of the exam and provide me with an Attending Physician's Statement (APS) within 48 hours of the exam date. Thus, their final exam worth 100% of their term's grade. Students missing the final exam will have to apply for deferred exam by submitting a deferred exam application along with the supporting documents to the economics department within 48 hours of the final exam date. **Please note that for both the midterm and the final exams, the only acceptable supporting document is Attending Physician's Statement (APS), fully completed, signed and dated by the attending doctor, and must clearly show the doctor's license number.**

## Topics to be covered

1. Managers, Profits, and Markets (Text, Ch. 1- no lecture, students to read on their own)
2. Demand, Supply, and Market Equilibrium (Text, Ch. 2)
3. Empirical Methods for Demand Analysis (Text, Ch. 3)
4. Consumer Choice (Text, Ch. 4)
5. Production (Text, Ch. 5)
6. Costs (Text, Ch. 6)
7. Firm Organization and Market Structure (Text, Ch. 7)
8. Competitive Firms and Markets (Text, Ch. 8)
9. Monopoly (Text, Ch. 9)
10. Pricing with Market Power (Text, Ch. 10)
11. Oligopoly and Monopolistic Competition (Text, Ch. 11)
12. Game Theory and Business Strategy (Text, Ch. 12)
13. Managerial Decision Making Under Uncertainty (Text, Ch. 14)

## **IMPORTANT COURSE INFORMATION FOR STUDENTS**

All students are expected to familiarize themselves with the following information, available on the Senate Committee on Academic Standards, Curriculum & Pedagogy webpage (see Reports, Initiatives, Documents) - <http://www.yorku.ca/secretariat/policies/index-policies.html/>

- Senate Policy on Academic Honesty and the Academic Integrity Website
- Ethics Review Process for research involving human participants
- Course requirement accommodation for students with disabilities, including physical, medical, systemic, learning and psychiatric disabilities
- Student Conduct Standards
- Religious Observance Accommodation

**Course ADD/Drop Deadlines:**

	<b>Fall Term 2019</b>
Last date to add a course <b>without permission</b> of instructor (also see Financial Deadlines)	Sept. 17, 2019
Last date to add a course with permission of instructor (also see Financial Deadlines)	Oct. 1, 2019
Last date to drop a course without receiving a grade (also see Financial Deadlines)	Nov. 8, 2019
Course withdrawal Period (if withdrawn, you are receiving a grade of "W" on your transcript)	Nov. 9 – Dec. 3, 2019

**Policy and Guidelines on Withdrawal from Course:**

<http://secretariat-policies.info.yorku.ca/policies/withdrawn-from-course-w-policy-and-guidelines/>